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IDENTIFIERS *Customer Services; Mountain Plains Program

ABSTRACT

One of thirteen individualized courses included in a marketing curriculum, this course covers the various credit plans, shopping conveniences, and advisory services provided by wholesale and retail businesses to their customers. The course is comprised of two units: (1) Credit and (2) Shopping Services. Each unit begins with a Unit Learning Experience Guide that gives directions for unit completion. The remainder of each unit consists of Learning Activity Packages (LAP) that provide specific information for completion of a learning activity. Each LAP is comprised of the following parts: objective, evaluation procedure, resources, procedure, supplemental sheets, study guide, and a LAP test with answers. The course is preceded by a pretest which is designed to direct the student to units and performance activities. (LRA)

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ED197173

MOUNTAIN PLAINS LEARNING EXPERIENCE GUIDE:

Marketing.

Course: Customer Services.

CE 027 803

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
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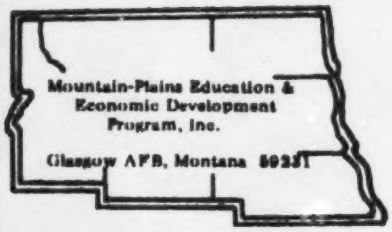

Learning Experience Guide

COURSE: CUSTOMER SERVICES

DESCRIPTION:

This course covers the various credit plans, shopping conveniences, and advisory services provided by wholesale and retail businesses to their customers.

RATIONALE:

All sales and management personnel are expected to be able to provide information to customers regarding the services a business provides to assist customers in purchasing.

PREREQUISITES:

Basic Salesmanship, 27.06.

OBJECTIVE:

Identify the sales-supporting services provided by wholesale and retail businesses.

RESOURCES:

A resource list is attached.

GENERAL INSTRUCTIONS:

Complete both units in this course unless otherwise specified in the Student Work Plan.

UNIT TITLES:

.01 Credit
.02 Shopping Services

Principal Author(s): T. Preston, B. Egan

EVALUATION PROCEDURE:

Score with 80% accuracy in a multiple choice test.

FOLLOW-THROUGH:

Upon compietion of this course, contact the instructor for information regarding further study.

RESOURCE LIST

Printed Materials

1. Customer Services. Leroy M. Buckner, Gregg Division/McGraw-Hill Book Company, 1971.

Audio/Visuals

35 mm Filmstrip:

1. Customer Service in Quick Service Stores. Merchandiser Film Productions.

Equipment

1. Projector, 35 mm filmstrip, Singer-Graflex or equivalent.

COURSE PRETEST ANSWER KEY: CUSTOMER SERVICES

Occupational Area: MARKETING & DISTRIBUTION
File Code: 27 .08 .00 .00 A2-2
Name: Customer Services

ANSWERS

27.08.01.01
1. B
2. D
3. C
4. B
5. C
.02 6. B
7. B
8. C
9. C
10. B
27.08.02.01 11. D
12. A
13. D
14. C
15. D
.02 16. D
17. C
18. A
19. B
20. C

27.08.02.03
21. A
22. C
23. D
.04 24. C
25. D
.05 26. D
27. C
28. B
29. A
30. B
31. _____
32. _____
33. _____
34. _____
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36. _____
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58. _____
59. _____
60. _____

Student: _____ File Code: 27.08.00.00.A2-2

Date: _____ Date Published: 8/5/75

COURSE POST TEST: CUSTOMER SERVICES

27.08.01.01

1. Loans are not granted by which of the following institutions?

   a. banks
   b. credit bureaus
   c. credit unions
   d. finance companies

2. Which of the following factors involving the credit applicant is given the most weight in making a credit-granting decision?

   a. annual income
   b. monthly payments
   c. capital
   d. character

3. "A strategy which defines the goals or objectives that a company wants to reach within a certain time and the methods that will be used to reach the goals" is defined as:

   a. a sales forecast.
   b. a sales plan.
   c. a marketing plan.
   d. an operative evaluation.

4. The service charge per month for retail installment accounts is generally:

   a. 5%
   b. 1.5%
   c. 7%
   d. 6%

5. The credit plan that imposes a limit on the amount to be charged and requires a monthly payment depending on the amount owed is called which of the following?

   a. installment account
   b. ready credit plan
   c. revolving charge account
   d. regular 30-day account

27.08.01.02

6. Which of the following is an individual trained to persuade firms to become subscribers of a particular mercantile credit group?

   a. collection analyst
   b. credit salesman
   c. credit correspondent
   d. collection merchant

7. The process of recording the date, department, description of the merchandise and the amount charged on the customer's ledger is called:

   a. descriptive billing.
   b. posting a sales check.
   c. bookmaking.
   d. cycle billing.

8. The employee who writes letters that bring results and retain the goodwill of customers who are late making payments is called:

   a. credit analyst.
   b. credit clerk.
   c. credit correspondent.
   d. credit reporter.

9. The production of statements by means of electronic data processing is referred to as:

   a. posting.
   b. card control.
   c. descriptive billing.
   d. periodic billing.

10. What is the traditional rule of thumb in setting the credit limit of a customer?

   a. equal to his monthly income
   b. twice his weekly income
   c. equal to his weekly income
   d. twice his monthly income

27.08.02.01

11. "Legal ownership of goods" is:

   a. registration.
   b. consignment.
   c. proprietorship.
   d. title.

12. The type of merchandise which is most often prepacked in gift containers by manufacturers is which of the following?

    a. glassware and china
    b. silverware
    c. toys
    d. hardware

13. Which category usually includes storage, as a retail customer service?

    a. profit center.
    b. non-deductible expense.
    c. cost-benefit.
    d. cost-recovery.

14. A service classified as a merchandise handling service is:

    a. exchanges.
    b. adjustments.
    c. mail and telephone orders.
    d. guarantees.

15. A delivery service operated by a private firm that contracts two or more retailers to deliver goods from the store to the customer is called:

    a. private carrier.
    b. cooperative delivery service.
    c. United Parcel Service.
    d. consolidated service.

27.08.02.02

16. Merchandise that carries the name of the retailer that sells it rather than the name of the manufacturer is called:

    a. special-order merchandise.
    b. name-hand merchandise.
    c. custom-label merchandise.
    d. private-hand merchandise.

17. The greatest increase in sales will occur in a retail clothing store by offering which of the following services?

    a. delivery
    b. premiums
    c. alterations
    d. guarantees

18. The term which defines "the handling of a customer's complaint about merchandise or service in a manner that satisfies the customer" is which of the following?

a. adjustment
b. refund
c. layaway
d. exchange

19. A typical service contract on merchandise does not cover which of the following?

a. defective parts
b. failure to follow instructions
c. labor costs
d. missing parts

20. In the event of a washing machine failing to work properly, the warranty will generally require which of the following?

a. Return the product to the factory.
b. Ship the product to a service center.
c. Have the manufacturers' serviceman repair the product.
d. File a claim with the Better Business Bureau for adjustment.

27.08.02.03

21. Which group provides free assistance in store planning, stock planning, buying, and displaying merchandise for retailers?

a. manufacturers and wholesalers
b. agents and wholesalers
c. agents and trade associations
d. wholesalers and testing bureaus

22. The book or ledger listing the bride's choice of glassware patterns which can be purchased as gifts for newlyweds is called the:

a. social register.
b. bridal record.
c. bride's register.
d. wedding-gift list.

23. Under which category is informational and advisory services classified?

a. cost-recovery service
b. merchandise handling service
c. self-liquidating service
d. sales-supporting service

27.08.02.04

24. A store representative who helps customers find items suited to their needs is called a(n):

a. window dresser.
b. fashion consultant.
c. personal shopper.
d. interior decorator.

25. The weekly itemized list of items bought by a wholesaler's customer is called a(n):

a. invoice.
b. wholesale sales record.
c. purchase order.
d. product recap.

27.08.02.05

26. Why are gift certificates considered to be a profit center service?

a. They increase total store traffic.
b. They stimulate profits at the gift-wrapping counter.
c. They bring in revenue which would not ordinarily be received.
d. They give management the use of capital without interest.

27. To protect a store from losses due to insufficient funds of a customer's checking account, how much does a store charge for each check returned to the store by the bank?

a. $1 - $2
b. $3 - $4
c. $2 - $3
d. $4 - $5

28. Which type of store would have the smallest expected gain by offering marginally profitable services in an attempt to attract customers?

a. supermarket
b. specialty store
c. department store
d. single-line store

29. The most common means of providing food in stores not operating a restaurant or cafeteria is through:

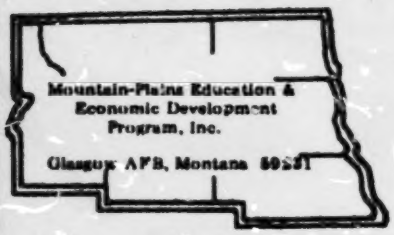
a. vending machines.
b. coffee bars.
c. sandwich men.
d. independent vendors.

30. A service not commonly provided at a customer service desk is:

a. accepting payment for bills.
b. providing personal shopping service.
c. selling amusement tickets.
d. issuing money orders.

File Code: 27.08.01.00.A2-1

Date Published: 9/24/74



Learning Experience Guide

UNIT: CREDIT

RATIONALE:

Most businesses provide a variety of credit plans for their customers. Sales and Mid-Management personnel must be familiar with credit and collection policies and procedures in order to process credit accounts efficiently, and answer customer's questions accurately.

PREREQUISITES:

Communication Skills at Level G.

OBJECTIVE:

Identify the credit and collection plans, policies, and procedures which are used by wholesale and retail businesses.

RESOURCES:

Customer Services, Leroy M. Buckner, Gregg Division/McGraw-Hill Book Co., 1971.

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit.

PERFORMANCE ACTIVITIES:

.01 Credit Terminology.
.02 Collection Terminology.

EVALUATION PROCEDURE:

Complete an instructor-scored multiple choice test. Successful completion is 80% accuracy.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.08.01.01.A2-2
27.08.01.02.A2-2

Date: _____ Date Published: 7/1/74

UNIT/LAP PRETEST: CREDIT (CREDIT AND COLLECTION TERMINOLOGY)

27.08.01.01

1. The amount of credit extended to a business firm is determined by the customer's:

   a. character and capacity.
   b. capital, capacity and character.
   c. capacity, capital and credit.
   d. capital, character and credit.

2. Which of the following s not used by business firms as a source of information about applicants for consumer credit?

   a. salesmen
   b. other business firms and banks
   c. employers
   d. credit bureaus

3. The extension of credit by one business firm to another is called:

   a. retail credit.
   b. business credit.
   c. revolving credit.
   d. mercantile credit.

4. Cash and checks are rapidly being made obsolete by increased use of which of the following?

   a. credit cards
   b. mail banking
   c. public transportation
   d. cars

5. The term which defines "the power to obtain goods or services in exchange for a promise to pay later is:

   a. credit.
   b. financial responsibility.
   c. surety.
   d. compensation.

27.08.01.02

6. The amount of credit to be granted to each customer is called:

   a. charge allotment.
   b. billing amount.
   c. credit limit.
   d. accounting cost.

7. The process of mailing statements to different groups of customers at regular intervals is referred to as:

   a. special bookkeeping.
   b. periodic accounting.
   c. collective billing.
   d. cycle billing.

8. Usually, the first step in collecting an overdue account is to:

   a. call the customer on the phone.
   b. send a reminder.
   c. send a collection letter.
   d. call the collection agency.

9. Which of the following store documents itemizes the total amount owed to a store by a customer?

   a. accounts payable journal
   b. sales journal
   c. accounts receivable ledger
   d. detail audit account

10. What percentage of a store's credit sales is lost on account of non-payment of a bill?

    a. 6.5 percent
    b. 3 percent
    c. 5 percent
    d. 0.5 percent

UNIT/LAP PRETEST ANSWER KEY: CREDIT (CREDIT AND COLLECTION TERMINOLOGY)

.01
1. B
2. A
3. D
4. A
5. A

.02
6. C
7. D
8. B
9. C
10. D

File Code: 27.08.01.01.A2-0

Date Published: 3/17/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Credit Terminology

OBJECTIVE:

Identify commonly used credit terms.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Customer Services, Buckner, 1971.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 1 through 26.
3. Neatly answer questions 1 through 11 at the bottom of page 26 and the top of page 27, and question 4 at the bottom of page 27, on a separate sheet of paper.
4. Upon completion, turn in your answer sheet to the instructor.
5. Return the text.
6. Take the UNIT/LAP test after completion of all LAPs in this unit.
7. When assignment is completed, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

File Code: 27.08.01.02.A2-0

Date Published: 3/17/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Collection Terminology

OBJECTIVE:

Identify commonly used account collection terms.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Customer Services, Buckner, 1971.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 31 through 38.
3. Neatly answer questions 1 through 12 in the middle of page 39, on a separate sheet of paper.
4. Upon completion, turn in your answer sheet to the instructor.
5. Return the text.
6. Take the UNIT/LAP test after completion of all LAPs in this unit.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.08.01.01.B2-2
27.08.01.02.B2-2

Date: _____ Date Published: 7/1/74

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

UNIT/LAP POST TEST: CREDIT (CREDIT AND COLLECTION TERMINOLOGY)

27.08.01.01

1. Loans are not granted by which of the following institutions?

   a. banks
   b. credit bureaus
   c. credit unions
   d. finance companies

2. The extension of credit by one business firm to another is called:

   a. retail credit.
   b. business credit.
   c. revolving credit.
   d. mercantile credit.

3. "A strategy which defines the goals or objectives that a company wants to reach within a certain time and the methods that will be used to reach the goals" is defined as:

   a. a sales forecast.
   b. a salesplan.
   c. a marketing plan.
   d. an operative evaluation.

4. Cash and checks are rapidly being made obsolete by increased use of which of the following?

   a. credit cards
   b. mail banking
   c. public transportation
   d. cars

5. The term which defines "the power to obtain goods or services in exchange for a promise to pay later" is:

   a. credit.
   b. financial responsibility.
   c. surety.
   d. compensation.

27.08.01.02

6. The amount of merchandise that can be charged at one time is called:

   a. credit line.
   b. order limit.
   c. account limit.
   d. billing amount.

7. Which of the following is an individual trained to persuade firms to become subscribers of a particular mercantile credit group?

   a. collection analyst
   b. credit salesman
   c. credit correspondent
   d. collection merchant

8. The process of recording the date, department, description of the merchandise and the amount charged on the customer's ledger is called:

   a. descriptive billing.
   b. posting a sales check.
   c. bookmaking
   d. cycle billing.

9. What is the traditional rule of thumb in setting the credit limit of a customer?

   a. Equal to his monthly income.
   b. Twice his weekly income.
   c. Equal to his weekly income.
   d. Twice his monthly income.

10. Which of the following store documents itemizes the total amount owed to a store by a customer?

   a. accounts payable journal
   b. sales journal
   c. accounts receivable ledger
   d. detail audit account

27.08.01.00.B2-2
27.08.01.01.B2-2
27.08.01.02.B2-2

UNIT/LAP POST TEST ANSWER KEY: CREDIT (CREDIT AND COLLECTION TERMINOLOGY)

.01
1. B
2. D
3. C
4. A
5. A

.02
6. B
7. B
8. B
9. B
10. C

File Code: 27.08.02.00.A2-1

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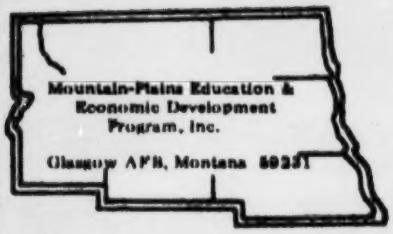

Learning Experience Guide

UNIT: SHOPPING SERVICES

RATIONALE:

Most businesses provide a variety of shopping services to their customers. Sales and mid-management personnel must be familiar with these services in order to process customer requests rapidly and to accurately answer customers' questions about these services.

PREREQUISITES:

Unit .01 of this course (credit).

OBJECTIVES:

Identify the shopping conveniences provided by wholesale and retail businesses to their customers.

RESOURCES:

Customer Services, Leroy M. Buckner, Gregg Division/McGraw-Hill Book Co., 1971.
Filmstrip: "Customer Services in Quick Service Stores," Merchandise Film Production.
Equipment: Singer-Graflex 35mm Filmstrip Projector (or equivalent)

GENERAL INSTRUCTIONS:

Complete all performance activities in this unit.

PERFORMANCE ACTIVITIES:

.01 Merchandise Handling Services.
.02 Customer Accomodation Services.
.03 Customer Information Services.
.04 Business Advisory Services.
.05 Shopping Conveniences.

Principal Author(s): T. Preston, B. Egan

EVALUATION PROCEDURE:

Complete an instructor-scored multiple-choice test with 80% accuracy.

FOLLOW-THROUGH:

Go to the first assigned LAP.

Student: _____ File Code: 27.08.02.00.A2-2

Date: _____ Date Published: 7/1/74

UNIT PRETEST: SHOPPING SERVICES

27.08.02.01

1. A merchandise-handling service which is normally provided by a wholesaler is:

   a. consolidation.
   b. layaway.
   c. storage.
   d. financing.

2. A service for which a firm charges only enough to cover the expenses involved is called which of the following?

   a. cost-effective plan
   b. cost-plus operation
   c. cost-recovery operation
   d. cost-benefit service

3. The largest company which offers a consolidated delivery service is:

   a. Parcel Post.
   b. United Parcel Service.
   c. R.E.A.
   d. American Express.

4. When a seller pays transportation charges to a city where the buyer is located, the merchandise is sent under which of the following terms?

   a. F.O.B. customer
   b. F.O.B. destination
   c. C.O.D. destination
   d. F.O.B. store

5. Which of the following statements regarding gift-wrapping services in retail stores is true?

   a. There is a great demand for it.
   b. Most stores offer it free of charge.
   c. It is declining in popularity.
   d. The peak demand for it is around Valentine's Day.

27.08.02.02

6. In a small or medium-sized retail store, where are the majority of adjustments and exchanges made?

   a. at the checkout stand
   b. in the business office
   c. at the exchange desk
   d. on the sales floor

7. "An agreement between the buyer and seller in which the buyer agrees to pay a specified sum for the furnishing of parts and service on a product for a certain period of time" is called a:

   a. service contract.
   b. guarantee.
   c. adjustment policy.
   d. standard warranty.

8. A store sometimes makes a "policy adjustment" which consists of:

   a. offering a discount on insurance rates.
   b. taking a position on local government.
   c. permitting the customer to participate without charge in a store-sponsored contest.
   d. making an allowance to a customer even though the store is not responsible for the customer's dissatisfaction.

9. If a customer returns a low priced article which has a manufacturer's defect, a retail store will generally:

   a. refund the customer's money.
   b. give the customer a partial allowance.
   c. give the customer a pro-rated allowance.
   d. replace the article.

10. Which of the following is not a reason why adjustments and exchanges are necessary?

    a. dissatisfaction with merchandise
    b. inadequate guarantees
    c. personnel practices
    d. store policy

27.08.02.03 & .04

11. A consultive services shared between business firms includes:

    a. refunds and withdrawals.
    b. charge accounts.
    c. reading rooms and libraries.
    d. architectural, engineering and accounting resources.

12. Which of the following is not an example of point-of-sale material?

a. window display
b. television commercial
c. merchandise rack
d. window banner

13. A group of high school or college students which act as consultants for a retail store is called:

a. fashion council.
b. advisory council.
c. advisory board.
d. style board.

14. An informational service for which a fee is charged only to insure that it does not lose money is called:

a. cost recovery operation.
b. cost-plus operation.
c. standard cost service
d. non-profit service.

15. A person who is employed by a manufacturer of complicated equipment to give service and assistance to a business using the equipment is called a(n):

a. outside consultant.
b. design engineer.
c. technical adviser.
d. industrial engineer.

27.08.02.05

16. Which group of people most favors the "night and Sunday" hours for shopping in stores?

a. city dwellers
b. suburbanites
c. teenagers
d. senior citizens

17. To offset the costs of operating extended hours at night, small retailers usually close on what day of the week?

a. Friday
b. Thursday
c. Tuesday
d. Monday

18. When a retailer sponsors charity festivals or arts and crafts shows, these activities are classified as:

    a. institutional services.
    b. sales promotion.
    c. community services.
    d. publicity.

19. **"A printed form used by a store entitling the bearer to receive merchandise of a certain value" is defined as a:**

    a. money order.
    b. gift certificate.
    c. premium coupon.
    d. trade order.

20. For what primary reason is the use of vending machines in retail stores limited?

    a. Automatic vending costs more than personal selling.
    b. Customers prefer the personal service offered by sales personnel.
    c. Vending machines are easily tampered with.
    d. Customers must have exact or nearly exact change to operate vending machines.

UNIT PRETEST ANSWER KEY: SHOPPING SERVICES

01	1.	c
	2.	c
	3.	b
	4.	b
	5.	a
02	6.	d
	7.	a
	8.	d
	9.	d
	10.	b
03 &	11.	d
04	12.	b
	13.	d
	14.	a
	15.	c
05	16.	b
	17.	d
	18.	c
	19.	b
	20.	b

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Date Published: 3/21/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Merchandise Handling Services

OBJECTIVE:

Identify the main types of merchandise - handling services which may be provided by wholesalers or retailers to their customers, and the reason for providing each service.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Customer Services, Buckner, 1971.

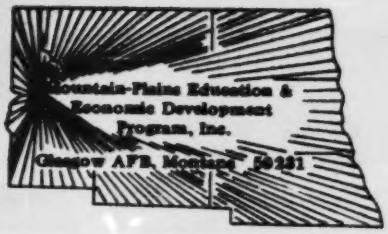
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 43 through 51.
3. Neatly answer questions 1 through 12 at the top of page 52, and questions 1, 3, and 7 at the bottom of page 52 and the top of page 53, on a separate sheet of paper.
4. Upon completion, turn in your answer sheet to the instructor.
5. Return the text.
6. Take the LAP test. Correct all errors.
7. If successful, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.08.02.01.A2-2

Date: _____ Date Published: 11/5/75



LAP TEST: MERCHANDISE HANDLING SERVICES

1. The term which refers to the "legal ownership of goods":

   a. registration.
   b. consignment.
   c. proprietorship.
   d. title.

2. Which of the following is the most common method under which goods are shipped in the industrial market?

   a. F.O.B. destination
   b. C.O.D. transfer
   c. F.O.B. shipping point
   d. C.Y.A. store of delivery

3. The type of merchandise which is most often prepacked in gift containers by manufacturers is which of the following?

   a. glassware and china
   b. silverware
   c. toys
   d. hardware

4. Which category of activities includes the mail and telephone orders?

   a. expense
   b. sales-supporting
   c. profit-sharing
   d. self-liquidating

5. A service for which firm charges only enough to cover the expenses involved is called which of the following?

   a. cost-effective plan
   b. cost-plus operation
   c. cost-recovery operation
   d. cost-benefit service

6. The largest company which offers a consolidated delivery service is:

   a. Parcel Post.
   b. United Parcel Service.
   c. R.E.A.
   d. American Express.

7. When a seller pays transportation charges to a city where the buyer is located, the merchandise is sent under which of the following terms?

   a. F.O.B. customer
   b. F.O.B. City of destination
   c. C.O.D. destination
   d. F.O.B. store

8. A time payment plan whereby the store holds merchandise for customers until a certain time when they can pay for the goods is called which of the following?

   a. intermediate storage
   b. installment plan
   c. layaway plan
   d. contract sale

9. Small businesses usually use which of the following methods of delivery to their customers?

   a. consolidated services
   b. parcel post
   c. independent delivery services
   d. delivery by the proprietor

10. In large retail stores, gift-wrapping is usually done by which of the following persons?

    a. general salespeople
    b. order-desk clerks
    c. professional salespeople
    d. gift-wrapping specialists

LAP TEST ANSWER KEY: MERCHANDISE HANDLING SERVICES

1. d
2. c
3. a
4. b
5. c
6. b
7. b
8. c
9. b
10. d

File Code: 27.08.02.02.A2-0

Date Published: 3/21/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Customer Accommodation Services

OBJECTIVE:

Identify the seven main types of customer accommodation services which may be offered by retail businesses.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Customer Services, Buckner, 1971.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 57 through 66.
3. Neatly answer questions 1 through 10 at the top of page 67, and questions 6 on page 68, on a separate sheet of paper.
4. Upon completion, turn in your answer sheet to the instructor.
5. Return the text.
6. Take the LAP test. Correct all errors.
7. If successful, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.08.02.02.A2-2

Date: _____ Date Published: 7/2/74

LAP TEST: CUSTOMER ACCOMMODATION SERVICES

1. **Which of the following terms describes correspondence from the buyer to the seller expressing dissatisfaction with merchandise or service and requesting that the situation be corrected?**

   a. exchange letter
   b. warranty complaint
   c. claim letter
   d. policy adjustment request

2. The greatest increase in sales will occur in a retail clothing store by offering which of the following services?

   a. delivery
   b. premiums
   c. alterations
   d. guarantees

3. The term which defines "the handling of a customer's complaint about merchandise or service in a manner that satisfies the customer" is which of the following?

   a. adjustment
   b. refund
   c. layaway
   d. exchange

4. Sales made with the agreement that the customer can take merchandise home and decide whether it is satisfactory before making a purchase are called:

   a. return sales.
   b. contingent sales.
   c. temporary sales.
   d. approval sales.

5. A typical service contract on merchandise does not cover which of the following?

   a. defective parts
   b. failure to follow instructions
   c. labor costs
   d. **missing parts**

6. In the event of a washing machine failing to work properly, the warranty will generally require which of the following?

   a. Return the product to the factory.
   b. Ship the product to a service center.
   c. Have the manufacturers' serviceman repair the product.
   d. File a claim with the Better Business Bureau for adjustment.

7. "An agreement between the buyer and seller in which the buyer agrees to pay a specified sum for the furnishing of parts and service on a product for a certain period of time" is called a:

   a. service contract.
   b. guarantee.
   c. adjustment policy.
   d. standard warranty.

8. Warranties are normally provided by manufacturers to which of the following?

   a. industrial and consumers buyers
   b. industrial and wholesale buyers
   c. retail and consumers buyers
   d. wholesale and retail buyers

9. What is the main reason why large retail stores maintain separate adjustment departments?

   a. Some matters cannot be handled satisfactorily on the salesfloor.
   b. Chronic complainers must be referred to proper authorities.
   c. Management cannot trust clerks to handle refunds.
   d. Sales people are not hired for the purpose of making adjustments.

10. If a customer returns a low-priced article which has a manufacturer's defect, a retail store will generally:

    a. refund the customer's money.
    b. give the customer a partial allowance.
    c. give the customer a pro-rated allowance.
    d. replace the article.

LAP TEST ANSWER KEY: CUSTOMER ACCOMMODATION SERVICES

1. c
2. c
3. a
4. d
5. b
6. c
7. a
8. a
9. a
10. d

File Code: 27.08.02.03.A2-0

Date Published: 3/21/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Consumer Information Services

OBJECTIVE:

Identify six informational services which may be provided to retail customers; identify the main function of each service, and the main reason why each service is provided.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Customer Services, Buckner, 1971.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 71 through 75.
3. Neatly answer the following questions on a separate sheet of paper:
   a. list any six informational services which may be provided to retail customers.
   b. describe the main function of each of the services listed in part A.
   c. state the main reason why each of the services in part A is provided.
4. Turn in your answer sheet to the instructor upon completion.
5. Return the text.
6. Take the combined LAP test after completion of this LAP and LAP 27.08.02.04 "Business Advisory Services."

Principal Author(s): T. Preston, B. Egan

File Code: 27.08.02.04.A2-0

Date Published: 3/21/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Business Advisory Services

OBJECTIVE:

Identify five advisory services provided by manufacturers to wholesalers or retailers, and identify the main function of each service.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Customer Services, Buckner, 1971.

PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 75 through 79.
3. Neatly list any five advisory services provided by manufacturers to wholesalers and retailers and describe the main function of each service, on a separate sheet of paper.
4. Upon completion, turn in your answer sheet to the instructor.
5. Return the text.
6. Take the combined LAP test after completion of this LAP and LAP 27.08.02.03 "Consumer Information Services."
7. If successful, proceed to the next LAP.

Principal Author(s): T. Preston, B. Egan

Student: _____ File Code: 27.08.02.03.A2-2
27.08.02.04.A2-2

Date: _____ Date Published: 7/2/74

LAP TEST: CONSUMER INFORMATIONAL/BUSINESS ADVISORY SERVICES

1. Manufacturers direct sales assistance to retailers is most often done through:

   a. national advertising.
   b. public relations.
   c. cooperative advertising.
   d. sales promotion.

2. Advertising in which the cost is shared by a manufacturer and retailer is called:

   a. comparative advertising.
   b. sponsored advertising.
   c. cooperative advertising.
   d. commensurate advertising.

3. Under which category is informational and advisory services classified?

   a. cost-recovery service
   b. merchandise handling service
   c. self-liquidating service
   d. sales-supporting service

4. A consultive services shared between business firms includes:

   a. refunds and withdrawals.
   b. charge accounts.
   c. reading rooms and libraries.
   d. architectural, engineering and accounting resources.

5. Which of the following is not an example of point-of-sale material?

   a. window display
   b. television commercial
   c. merchandise rack
   d. window banner

6. A group of high school or college students which act as consultants for a retail store is called:

   a. fashion council.
   b. advisory council.
   c. advisory board.
   d. style board.

7. An informational service for which a fee is charged only to ensure that it does not lose money is called:

   a. cost-recovery operation.
   b. cost-plus operation.
   c. standard cost service.
   d. non-profit service.

8. A store representative who helps customers find items suited to their needs is called a(n):

   a. window dresser.
   b. fashion consultant.
   c. personal shopper.
   d. interior decorator.

9. A person who is employed by a manufacturer of complicated equipment to give service and assistance to a business using the equipment is called a(n):

   a. outside consultant.
   b. design engineer.
   c. technical adviser.
   d. industrial engineer.

10. The type of display which is designed to arouse the customer's interest and desire to buy a product without having planned to make the purchase is called:

    a. spontaneous display.
    b. extemporaneous display.
    c. impulse display.
    d. counter cards.

LAP TEST ANSWER KEY: CONSUMER INFORMATIONAL/BUSINESS ADVISORY SERVICES

1. b
2. c
3. d
4. d
5. b
6. d
7. a
8. c
9. c
10. c

File Code: 27.08.02.05.A2-0

Date Published: 3/21/75

Mountain-Plains Education & Economic Development Program, Inc.
Glasgow AFB, Montana 59231

Learning Activity Package

Student: _____

Date: _____

PERFORMANCE ACTIVITY: Shopping Conveniences

OBJECTIVE:

Identify the major shopping conveniences which may be offered to customers by retailers, and five services which may be provided by a store's service desk.

EVALUATION PROCEDURE:

Complete a student-scored multiple choice test. Successful completion is eight out of ten items.

RESOURCES:

Customer Services, Buckner, 1971.
Filmstrip: "Customer Service in Quick Service Store," Merchandise Film Productions.

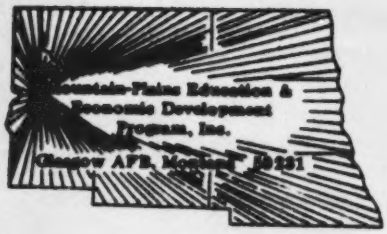
PROCEDURE:

1. Obtain a copy of the text and go to your study area.
2. Read pages 83 through 90.
3. Neatly answer questions 1 through 6 in the middle of page 91 and question 2 at the bottom of page 91. on a separate sheet of paper.
4. Upon completion, turn in your answer sheet to the instructor.
5. View filmstrip, "Customer Service in Quick Service Store,"
6. Take the LAP test. Correct all errors.
7. If successful, ask the instructor for the unit test.

Principal Author(s): T. Preston

Student: _____ File Code: 27.08.02.05.A2-2

Date: _____ Date Published: 7/2/74



LAP TEST: SHOPPING CONVENIENCES

1. Why are gift certificates considered to be a profit center service?

   a. They increase total store traffic.
   b. They stimulate profits at the gift-wrapping counter.
   c. They bring in revenue which would not ordinarily be received.
   d. They give management the use of capital without interest.

2. If a business cashes checks in excess of the amount purchased, and charges a fee for cashing the check, what is the normal price range for the fee?

   a. 20¢ - 50¢
   b. 10¢ - 25¢
   c. 25¢ - 75¢
   d. 50¢ - $1.00

3. To protect a store from losses due to insufficient funds of a customer's checking account, how much does a store charge for each check returned to the store by the bank?

   a. $1.00 - $2.00
   b. $3.00 - $4.00
   c. $2.00 - $3.00
   d. $4.00 - $5.00

4. Which group of people most favors the "night and Sunday" hours for shopping in stores?

   a. city dwellers
   b. suburbanites
   c. teenagers
   d. senior citizens

5. To offset the costs of operating extended hours at night, small retailers usually close on what day of the week?

   a. Friday
   b. Thursday
   c. Tuesday
   d. Monday

6. When a retailer sponsors charity festivals or arts and crafts shows, these activities are classified as:

   a. institutional services.
   b. sales promotion.
   c. community services.
   d. publicity.

7. A service not commonly provided at a customer service desk is:

   a. accepting payment for bills.
   b. providing personal shopping service.
   c. selling amusement tickets.
   d. issuing money orders.

8. "A printed form used by a store entitling the bearer to receive merchandise of a certain value: is defined as a:

   a. money order.
   b. gift certificate.
   c. premium coupon.
   d. trade order.

9. The growth of shopping centers in suburban locations is primarily the result of which of the following conditions?

   a. lower taxes for these locations
   b. consumer's desire for convenience
   c. the lack of expansion space in the urban centers
   d. government efforts to decentralize business

10. "Documents providing for the transfer of money issued by a private firm or bank, and redeemable at most business establishments" is a definition of:

    a. business drafts.
    b. negotiable security.
    c. travelers checks.
    d. certified check.

LAP TEST ANSWER KEY: SHOPPING CONVENIENCES

1. d
2. b
3. c
4. b
5. d
6. c
7. b
8. b
9. b
10. c

Student: _____ File Code: 27.08.02.00.B2-2

Date: _____ Date Published: 7/1/74

UNIT POST TEST: SHOPPING SERVICES

27.08.02.01

1. Which category usually includes storage, as a retail customer service?

   a. profit center
   b. non-deductible expense
   c. cost-benefit
   d. cost-recovery

2. A merchandise-handling service which is normally provided by a wholesaler is:

   a. consolidation.
   b. layaway.
   c. storage.
   d. financing.

3. A service classified as a merchandise handling service is:

   a. exchanges.
   b. adjustments.
   c. mail and telephone orders.
   d. guarantees.

4. A delivery service operated by a private firm that contracts two or more retailers to deliver goods from the store to the customer is called:

   a. private carrier.
   b. cooperative delivery service.
   c. United Parcel Service.
   d. consolidated service.

5. Which of the following statements regarding gift-wrapping services in retail stores is true?

   a. There is a great damand for it.
   b. Most stores offer it free of charge.
   c. It is declining in popularity.
   d. The peak demand for it is around Valentine's Day.

27.08.02.00

6. Merchandise that carries the name of the retailer that sells it rather than the name of the manufacturer is called:

   a. special-order merchandise.
   b. name-hand merchandise.
   c. custom-label merchandise.
   d. **private-brand merchandise.**

7. "Conveniences of a store that helps customers obtain the maximum satisfaction from the merchandise they buy" are defined as:

   a. customer accommodation services.
   b. contingent services.
   c. merchandise handling services.
   d. associated services.

8. In a small or medium-sized retail store, where are the majority of adjustments and exchanges made?

   a. at the checkout stand
   b. in the business office
   c. at the exchange desk
   d. on the sales floor

9. A store sometimes makes a "policy adjustment" which consists of:

   a. offering a discount on insurance rates.
   b. taking a position on local government.
   c. permitting the customer to participate without charge in a store-sponsored contest.
   d. making an allowance to a customer even though the store is not responsible for the customer's dissatisfaction.

10. Which of the following is not a reason why adjustments and exchanges are necessary?

    a. dissatisfaction with merchandise
    b. inadequate guarantees
    c. personnel practices
    d. store policy

27.08.02.03 & .04

11. In today's marketing there is an increase in the sale of "do-it-yourself" materials because of:

    a. rising costs and the lack of trained repairmen.
    b. the customer's interest in doing constructive things.
    c. additional leisure time for adults.
    d. all of the above.

12. Which group provides free assistance in store planning, stock planning, buying, and displaying merchandise for retailers?

a. manufacturers and wholesalers
b. agents and wholesalers
c. agents and trade associations
d. wholesalers and testing bureaus

13. The book or ledger listing the bride's choice of china, silverware and glassware patterns which can be purchased as gifts for newlyweds is called the:

a. social register.
b. bridal record.
c. bride's register.
d. wedding gift list.

14. Which of the following is not an example of of point-of-sale material?

a. window display
b. television commercial
c. merchandise rack
d. window banner

15. The weekly itemized list of items bought by a wholesaler's customer is called a(n):

a. invoice.
b. wholesale sales record.
c. purchase order.
d. product recap.

27.08.02.05

16. Which of the following statements concerning the sale of entertainment tickets by customer service desks is true?

a. The tickets cost less when purchased at the service desk.
b. The store receives a commission on the sale of tickets.
c. Usually tickets for better seats are sold by the service desk.
d. The tickets cost more when purchased at the service desk.

17. Which type of store would have the smallest expected gain by offering marginally profitable services in an attempt to attract customers?

a. supermarket
b. specialty store
c. department store
d. single-line store

18. The most common means of providing food in stores not operating a restaurant or cafeteria is through:

    a. vending machines.
    b. coffee bars.
    c. sandwich men.
    d. independent vendors.

19. For what primary reason is the use of vending machines in retail stores limited?

    a. Automatic vending costs more than personal selling.
    b. Customers prefer the personal service offered by sales personnel.
    c. Vending machines are easily tampered with.
    d. Customers must have exact or nearly exact change to operate vending machines.

20. "Documents providing for the transfer of money issued by a private firm or bank, and redeemable at most business establishments: is a definition of:

    a. business drafts.
    b. negotiable security.
    c. travelers checks.
    d. certified check.

UNIT POST TEST ANSWER KEY: SHOPPING SERVICES

01	1.	d
	2.	c
	3.	c
	4.	d
	5.	a
02	6.	d
	7.	a
	8.	d
	9.	d
	10.	b
03 &	11.	d
04	12.	a
	13.	c
	14.	b
	15.	d
05	16.	b
	17.	b
	18.	a
	19.	b
	20.	c